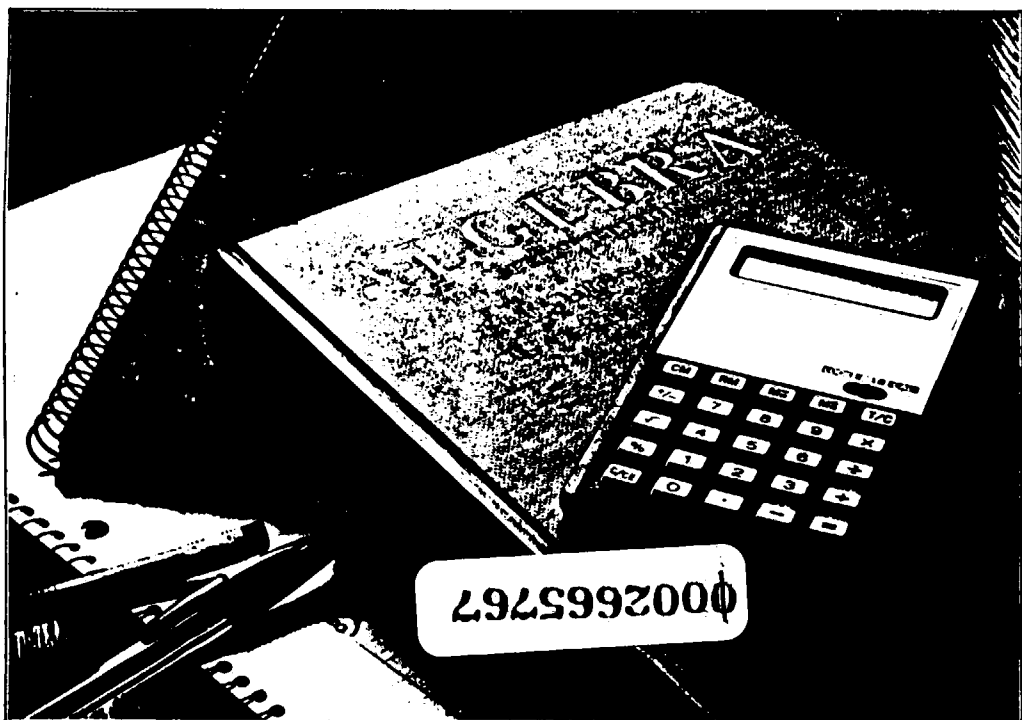


## Answers to the most asked questions about cigarettes.

### QUESTION

# 3

## DOES CIGARETTE ADVERTISING CAUSE KIDS TO START SMOKING?



"Advertising certainly is not the culprit." That's how a Director of the U.S. Office on Smoking & Health answered the question.

If advertising doesn't cause kids to smoke, what does?

There are no pat answers. Research by experts indicates peer pressure is important, as well as many other complex psychological, cultural, and socioeconomic factors. There may be as many reasons why as there are kids who do.

While cigarette industry sales are increasing, fewer teenagers are smoking. For example, the American Cancer Society reports that among young women, smoking has decreased 17 percent since 1974.

We think that's good because we think kids shouldn't smoke. Smoking is an adult custom based on mature and informed judgment. That's right, adults, not children.

If you'd like more information, write for our booklet, "Answers to the most asked questions about cigarettes." Address: The Tobacco Institute, Suite 831, 1875 Eye Street, Northwest, Washington, D.C. 20006.

We offer it in the belief that full and free discussion of these important public issues is in the public interest.

And that in matters of adult social customs, the vast majority of fair-minded Americans honor individual freedom of choice.

Answers to  
the most asked  
questions  
about  
cigarettes.

## WEIGH BOTH SIDES BEFORE YOU TAKE SIDES.